

Message Text

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SUBJ: CATALOG EXHIBIT: PRELIMINARY REPORT ON U.S. PUMPS,
VALVES AND COMPRESSORS SHOW AT BOMBAY, APRIL 18-19

1. NINETY-SEVEN US FIRMS PARTICIPATED AT THE SUBJECT SHOW HELD AT USIS PREMISES ON APRIL 18 AND 19. EXHIBITION WAS OPEN FOR TOTAL 21 HOURS. ITR MR. DAVID GALLAGHER AND TWO COMMERCIAL SPECIALISTS WERE PRESENT FULL TIME AT THE SHOW SITE TO HANDLE BUSINESS INQUIRIES. TWO LOCAL AGENTS HAD SALES ENGINEERS PRESENT FULL TIME AND THREE OTHERS MAINTAINED PART-TIME REPRESENTATIVES. THE SHOW WAS PUBLICIZED IN ADVANCE THROUGH APPROPRIATE TRADE ASSOCIATIONS AND DIRECT MAILING TO A TARGET AUDIENCE OF 1800. LOCAL PRESS PUBLICIZED THE EXHIBIT.

2. STATISTICS ON THE SHOW ARE AS FOLLOWS: REGISTERED VISITORS - 565; BUSINESS INQUIRIES RECEIVED - 608; ATTENDANCE AT THE FILM SHOW "COMPRESSED AIR POWER" (3 SHOWINGS) - 135; AND SEMINAR PARTICIPANTS - 58. CONSUL GENERAL HOSTED A RECEPTION ADJACENT TO THE SHOW SITE ON APRIL 19 ATTENDED BY 45 KEY BUSINESSMEN.

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3. THE SHOW ATTRACTED WIDE ATTENTION FROM VARIOUS INDUSTRY SECTORS INCLUDING PUMP, VALVE AND COMPRESSOR MANUFACTURERS, IMPORTERS, DISTRIBUTORS, END USERS, TECHNICIANS AND GOVERNMENT OFFICIALS. UPCOUNTRY VISITORS FROM AHMEDABAD, BARODA, BHOPAL, BULSAR, GOA, KOLHAPUR AND POONA MADE SPECIAL TRIPS TO VIEW THE CATALOGS. BUSINESSMEN FROM OTHER CONSULAR DISTRICTS SUCH AS FROM BANGALORE, CALCUTTA,

MADRAS, NEW DELHI, SECUNDERABAD AND VISHAPATNAM ALSO VISITED THE SHOW. APPARENTLY, THEY HAD MISSED EARLIER SHOWS HELD IN THEIR RESPECTIVE AREAS. ONE SUDANESE BUSINESSMEN AND COMMERCIAL OFFICERS OF THE BRITISH AND FRENCH CONSULATES IN BOMBAY WERE AMONG THIRD COUNTRY NATIONALS VISITING THE SHOW. THE AUDIENCE QUALITY WAS EXCELLENT AND AVERAGE VIEWING PER VISITORS WAS OVER 75 MINUTES. AT NO TIME DURING THE SHOW WAS ATTENDANCE LESS THAN 25. WE WERE REQUIRED TO EXTEND HOURS OF THE EXHIBITION ON BOTH DAYS. REPEAT VISITS WERE COMMON.

4. VIEWER REACTION WAS EXCELLENT. APPROXIMATELY 92 OUT OF 97 PARTICIPANTS RECEIVED BUSINESS INQUIRIES. THESE INCLUDED DIRECT PURCHASE, AGENCY REPRESENTATION AND LICENSES. US FIRMS ARE BEING NOTIFIED THROUGH INDIVIDUAL LETTERS. A LOCAL AGENT EXPRESSED SATISFACTION WITH THE NUMBER AND QUALITY OF BUSINESS LEADS DEVELOPED AT THE SHOW. A THREE-MAN GROUP OF THE INDIAN GOVERNMENT'S CENTRAL WATER AND POWER RESEARCH STATION, POONA, PRAISED THE SPECTRUM OF PRODUCT LITERATURE DISPLAYED. THE OVERALL RESPONSE WAS FAR HIGHER THAN WE ANTICIPATED.

5. A FOUR-HOUR SEMINAR ON "PUMP INDUSTRY DEVELOPMENTS IN INDIA AND THE UNITED STATES" HELD AT USIS AUDITORIUM (ADJACENT TO THE SHOW) WAS WELL-ATTENDED. PARTICIPANT VIEWS AT THE SEMINAR INDICATED INCREASING INDIAN INTEREST IN OBTAINING US TECHNOLOGY TO PRODUCE INDUSTRIAL PUMPS. WE ARE POUCHING A COPY OF THE SPEECH BY REPRESENTATIVE OF THE INDIAN PUMP MANUFACTURERS ASSOCIATION WHICH IS UNCLASSIFIED

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REFLECTIVE OF THE INDIAN VIEW POINT. INASMUCH AS COMPRESSOR AND VALVE INDUSTRY SECTORS ARE RELATIVELY SMALL IN INDIA, WE DO NOT HOLD SEPARATE SEMINARS. ITR GALLAGHER MET INDUSTRY REPRESENTATIVES IN THESE PRODUCT CATEGORIES AT THE BUSINESS CONSULTATION CENTER.

6. THE FILM "COMPRESSED AIR POWER" HAD THREE SHOWINGS AT USIS AUDITORIUM. WHILE IT WAS AN INTERESTING GRAPHIC DESCRIPTION OF AIR COMPRESSION TECHNIQUE, WE BELIEVE THAT THE THEME WAS RATHER ELEMENTARY FOR THE KNOWLEDGEABLE TECHNICAL AUDIENCE. WE THEREFORE SUPPLEMENTED THIS 17-MINUTE FILM WITH ANOTHER TECHNICAL FILM FROM USIS LIBRARY. IT IS RECOMMENDED THAT SELECTION OF FILMS FOR FUTURE SHOWS BE MADE WITH AN EYE ON THEIR UTILITY TO THE SHOW.

7. ITR GALLAGHER HANDLED OVER 15 BUSINESS APPOINTMENTS WHICH INCLUDED THREE TECHNICAL DISCUSSIONS. BESIDES BEING KNOWLEDGEABLE ON COMPRESSORS, GALLAGHER WAS FAMILIAR WITH THE DEPARTMENT'S AND FOREIGN SERVICE' COMMERCIAL OPERATI-

ONS. WE WISH TO RECORD OUR APPRECIATION FOR HIS SERVICES.
OVER 40 REQUESTS FOR BUSINESS APPOINTMENTS WERE DIVERTED
TO POST'S PROFESSIONAL STAFF AND ANOTHER 30 ARE NOW BEING
PROCESSED THROUGH OUR ROUTINE COMMERCIAL SERVICES.

8. USIS SUPPORTIVE ASSISTANCE IN HOLDING THE SHOW, AS
ALWAYS, WAS EXCELLENT. ITS EXPERTISE IN PRESS PUBLICITY,
EXHIBIT LAYOUT, RECEPTION ARRANGEMENTS, AUDIO-VISUAL
PRESENTATION AND PERSONNEL SUPPORT ADDED GREATLY TO
EFFECTIVENESS OF THE EXHIBITION AND SEMINAR.
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